

II. Amendments to the Specification

Please amend Paragraph 18 as follows:

[0018] The user of the system may be provided the option of identifying what sales data to download. For example, the user may only be interested in retailers selling "Pick 3" tickets in a specific county covering a finite number of zip codes. The user can then define the required data through an appropriate graphical user interface (GUI) and the selected data are then downloaded as, for example, a customized Excel file, rather than downloading extraneous sales information. In one embodiment, search capabilities as described in the copending patent application serial number ~~XX/XXX,XXX~~ 10/660,409 to Aman Safaei and Wen Rong Wu, entitled "On-Line Sales Analysis System and Method" and filed on the same date hereas, may be utilized to parse the sales data to identify retailers sharing specific characteristics. For example, only retailers meeting certain sales thresholds may be identified, or retailers having specific names. The sales data may be parsed to identify any specific subset of retailers, and the sales data associated with those retailers may be packaged as an Excel spreadsheet, for example. The data may then be imported for use by the mapping software. This may be an effective means of limiting the amount of data that must be imported. Alternatively, comprehensive data files may be imported and the mapping configuration tool (e.g., "Data Mapping Wizard feature") as described below may be used to parse the data and retailers for identification on a map display.

Please amend Paragraph 24 as follows:

[0024] As shown in the configuration display 800 of FIG. 8, for example, the Data Mapping Wizard function of MapPoint is used to configure the mapping of population statistics on a map display. The user can define how the population data, either from MapPoint or imported from a secondary source, is displayed. For example, a color scheme can be used to identify population densities. A population density of 60,000 to 120,000 people in a given area

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may be indicated by a first color whereas a population density between 0 to 60,000 people may be indicated by a second color on the map display.